

MAY 1956

# PUBLIC RELATIONS JOURNAL

A JOURNAL OF OPINION IN THE  
FIELD OF PUBLIC RELATIONS PRACTICE

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VIRGIL M. PINKLEY

*Editor-Publisher Los Angeles Mirror-News*

Says:

## Newspapermen Won't Bite You

ALSO IN THIS ISSUE:

**Inside Or Out?**

*By William J. Long*

**An Industry Sheds Its Shyness**

*By Cleveland Lane*

**Ten Pictures That Stirred the World**

*By Leon Daniel*



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A JOURNAL OF OPINION IN THE FIELD OF PUBLIC RELATIONS PRACTICE

# PUBLIC RELATIONS JOURNAL

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## Newspapermen

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ON THE COVER: VIRGIL M. PINKLEY, who is Editor and Publisher of the *Mirror-News*, Los Angeles, graduated from the University of Southern California in 1929. He joined the United Press Association in London that same year, and in 1937 was appointed Director and Chief Editor of Continental Services. In 1939 he was named European Business Manager, and in 1941, General European Manager. He was elected Vice President of UP in 1944 and remained until June, 1948, when he joined the Times-Mirror Co. as Editor-Publisher of the *Mirror* which began publication on October 11, 1948. With the demise of the *Daily News* in December, 1954, the *Mirror* purchased the name of the *News*—forming the *Mirror-News* as it is known today. Mr. Pinkley writes a weekly newspaper column in the *Mirror-News* entitled "For Your Information" and is also a news commentator for Mutual Broadcasting.

# Editorials

## BIG OPPORTUNITIES AT GRASS ROOTS

How often public relations counsel and public relations men, both those working for businesses or institutions directly, have heard officials of small organizations say, "Public relations is all right, but it's not for us; we're too small; we can't afford to maintain a public relations organization."

This is commonly heard not only from small businesses, but from small colleges, small charitable institutions and small groups of all kinds.

Yet the fact of the matter is that not only does the small organization have its relations with the public—good, bad, or intermediate—whether it wants them or not, but the small organization is also one of the most integral and effective parts in the development of sound public attitudes. It's true that the small college, the small charitable activity, and the small business may not be able to afford a first-class full-time public relations man, but they cannot avoid exercising the public relations function. That merely means, in most cases, that the head of the organization, with or without inside or outside counsel and assistance, must himself take the responsibility for the public relations of that institution.

In fact, the small business or the small institution can be extremely effective and can really do a much better job in proportion to its size than the big business or corporation can possibly do. This is so because the small institution or business is much closer to its publics. Every institution or business has its own groups of people who are directly and immediately interested in it. For the small business, this includes its employees and their families; the people who live in the town in which it operates—also often small; its stockholders, in those cases where it is not closely held; its customers; and its suppliers.

All these groups are intimately interested in the small business and all of them will respond to the leadership of that business if it is properly exercised.

The business community, over the nation, is profoundly concerned with the general public attitude toward business. If that attitude is that business is predatory and does not operate in the public interest, the effects upon day-to-day activities are bound to be important. Public understanding is a vital need for all business and institutions. The few big ones cannot alone create this situation of public understanding. But all, big and small, can

undertake to try to develop understanding in their immediate spheres of influence.

And if each would undertake to do this job carefully and intelligently in its own sphere of influence, there need be little worry about the national atmosphere. This demonstrates the very important role of the small business and the small institution. The president of Carleton College is obviously a much more influential figure in Northfield, Minnesota, than the president of Columbia University is in New York. And the president of the small company operating in Jamestown, N. Y., is in a better position to give leadership to the thinking of the people in his community than is the president of the American Telephone & Telegraph Company to the people of the nation.

In the first place, he is intimately known and respected by a large number of people in his community. When he says something, the people of a community, because they know him, will give much greater credibility to what he says than will any group give to the statements of an individual whom they do not personally know.

The small business and the small institution, if they will rise to their responsibility and do their part among the people of their communities, can make collectively a tremendous contribution to public understanding. Theirs is not the role of non-participation; theirs is a role of key participation.

If the opportunities thus available could be fully utilized, not only would the effect upon public opinion be tremendous, but the small businesses and institutions themselves would find their own position in their communities and among their own employees or members greatly enhanced and enriched.

## STAY OUT OF WHAT?

Let's be sure we know what we are saying before we give public relations advice to "stay out of politics."

Politics is "the science and art of government." It doesn't necessarily mean partisanship, and it is perfectly possible to engage in politics without becoming involved in partisan political activity.

In a republic such as ours, every citizen has a right, and a responsibility, to express his views and to work and vote for candidates who share those views—regardless of party affiliation.

If the able, thinking citizen "stays out of politics," the nonable, unthinking citizen will do the governing.





EVERY DAY this scene is enacted in hundreds of American newspaper offices in the city room before press time. The press, the author notes, has a stake in business news and will be more than glad to establish agreeable relationships—assuring better public relations for both.

# Newspaper Men Won't Bite You

The Press, a Veteran Editor Says, Wants to be Fair and Wants to be Right in Business Coverage; the Rest of It is up to Business

by VIRGIL PINKLEY  
Editor and Publisher  
*Mirror-News, Los Angeles*

Today there is growing need for business and the press to work in a spirit of understanding and cooperation.

This relationship must be based on mutual respect. If possible, each should try to understand the problems and responsibilities of the other. Fairness is the key to good relations between the press and business. When each is fair to the other, better public relations for both always result.

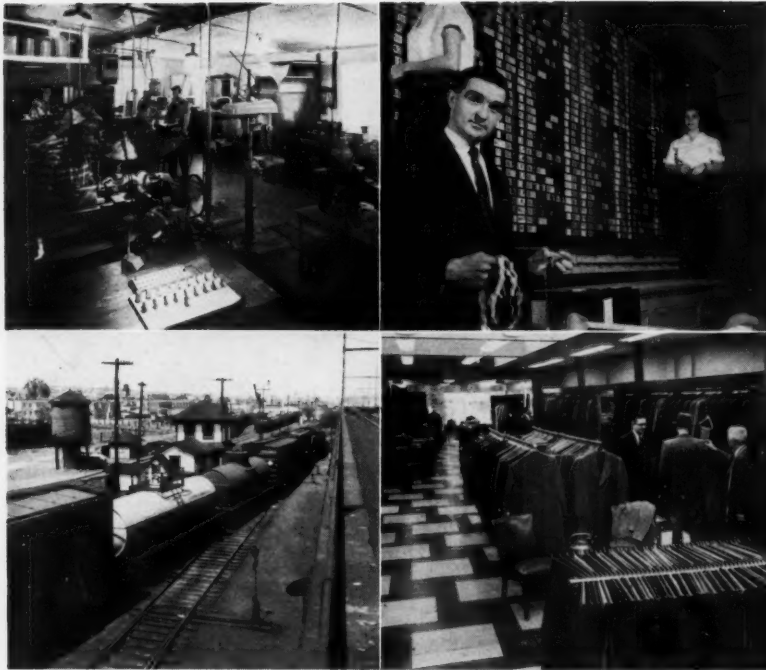
Newspapers are responsible chiefly to their readers. They are not in operation primarily to protect business, as unfortunately some business leaders believe, but to report honestly to the people what is going on. Enlightened leaders in banking, finance and industry appreciate this fact.

For democratic institutions to function properly there is constant need for a strong, virile, free press. In the end, public opinion determines most policies. If this opinion is to be properly informed, newspapers must be fearless while, simultaneously, being accurate and objective.

A few business men feel that by purchasing advertising in a newspaper they have the right to control or at least influence a publication's policies. Fortunately this attitude is diminishing. If a newspaper always held out unfavorable news or held such material to a minimum, the newspaper very soon would become nothing but a shopping guide with little character and virtually no purpose.

Responsible newspapers know that a healthy business community is essential to a healthy country.

*Continued on the Following Page*



**BUSINESS NEWS** often wins top billing in U. S. press, which gives much attention to production, financial, transportation and mercantile affairs evidencing wide recognition of their significance.

We owe it to business as a whole that we give its point of view an even break in our news and editorial columns. We owe them that, just as they owe us acknowledgment of our right and duty to report fairly on news that affects them.

The worse thing a business firm or any type of industry can do in trying to put its best foot forward is to threaten the newspapers, especially by withdrawing advertising. In such instances the editor or publisher must have courage and resist such pressures.

From the purely news reporting viewpoint, the press has the same responsibility towards business that it has toward any important segment of the American scene. In short, we must report the posi-

tive, progressive aspects of U.S. industry and commerce, while watch-dogging the public's interests when monopoly, sharp practices or other harmful elements develop.

Some of the most constructive and interesting stories available to newspapers involve "business." New products, methods, facilities, all are of intense interest to the public at large; and the press should interpret fully the significance of such matters.

By the same token, the press can help legitimate enterprises stamp out improper practices.

Below the level of legislative investigating bodies stands the press, ready to inquire into situations in which the pub-

## "A Real Need for Un

lic may have been wronged, or into conditions which could injure the fabric of business itself.

We have found that business — *good business* as opposed to *bad business* — appreciates this phase of our work.

Spokesmen and publicists for good business, in our experience, maintain a close liaison with newspapers, to our mutual advantage.

When this relationship is working best, there is complete frankness on both sides.

Business does not "cover up" the occasional, inevitable, unpleasant things that may happen in the best of families; the press reports such unfortunate situations with a sense of responsibility, both to the company involved and to the community.

This it follows that when a business firm becomes a party to legitimate news (such as an important hearing in Washington) this must be reported, even when the news does not place the company in the best possible light.

In order to perform a service to business, the economy, and the nation's economic health, the press must have accurate information.

Such things as financial reports should be based on honest and complete figures. Some companies told to leave out information that is not complimentary. This is shortsighted from a public relation's standpoint. There is growing need for business to convince the public that its operations depend on the plans, dreams and work of normal people. Too many leaders of our economy stress bricks and mortar rather than management and human beings.

The whole field of business news needs to be humanized. The public should be presented with many more stories deal-



**STANDARD FEATURES** like cooking, fashion, travel and beauty all represent fields of industrial and business activity.

## for Understanding..."

ing with people in business rather than cold statistics.

One of business' greatest responsibilities to the press and public is to present understanding of our economic processes, rather than attempting to sell merchandise through the editorial columns. The latter simply tends to weaken public interest and trust in their most valuable advertising medium.

Newspapers in the past have not given enough attention to business news. Nothing carries more universal interest, if presented in a way that people can understand it, than business news. Every one who has a job is in business because he is interested in his own or similar companies. Everybody is intensely interested in money — the common denominator in business.

There is need to explain to the public what our economic system is, how it works and to list its accomplishments. This is not done sufficiently by high schools or universities. For many "free enterprise" is a hollow or meaningless term. We need to pump into it life and appreciation. Here, indeed, is a worthwhile assignment for business.

Too few of our citizens appreciate that we have a dynamic, progressive type of capitalism. They read and hear a great deal about socialism, communism and every other kind of ism but little or nothing about the basic American system.

Too many businesses set up public relations departments with a view to keeping all unfavorable business news or information away from newspapers and the public. When the business story is negative, the public relations man too often gives in to the temptation to cover up, or even to distort. This unfortunately sours newspaper men. It makes them tend to discount the public relations man's news, including his good news.

It should be remembered that newspapers go to press every day and that most publications have from two to six editions during a period of twelve hours. This means that a newspaper must have, rather quickly, confirmation or denial of a report. When a newspaper, in good faith, calls a business firm and asks for a statement or a "yes," or "no," it should be given as quickly as is possible. This does not mean a delay of a day to a month. A good newspaper man can quickly detect stalling or evasive replies.

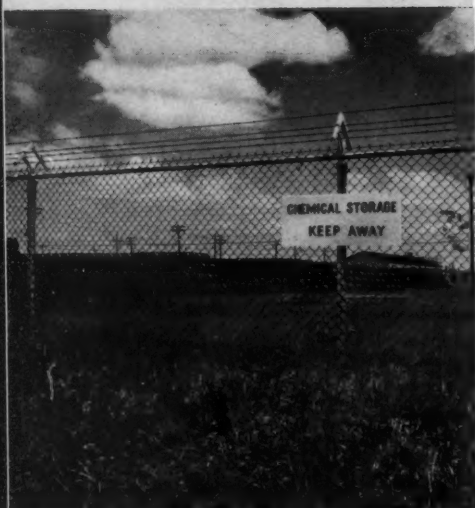
*Continued on Page 32*



**GONE TO PRESS** — Newspaper schedules, Mr. Pinkley warns, are closely-timed and seldom permit any delays in getting the right answer. Press time, (above) is the most critical point of the day. Many publications put out two to six editions during a twelve-hour period.



## CHALLENGE!



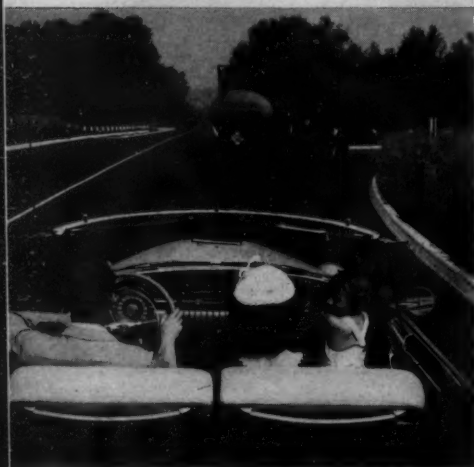
### CHEMICALS ARE MYSTERIOUS:

*Because some chemicals are toxic or explosive, the public often views them with alarm.*



### THEIR NATURE IS VARIOUS:

*Even a chemistry set for a child can produce as many as 5,000 different compounds.*



### THEIR HAZARDS ARE OBVIOUS:

*As forewarned is forearmed, hazards are plainly labeled, when they exist, with the public keeping its distance.*

# Chemical Progress Week: An Industry Sheds its Shyness

The Nation's Chemical Makers, Long Diffident About Speaking Their Pieces, Blend Voices in a Bid for Long-Overdue Public Understanding

by CLEVELAND LANE

*Assistant to the President*

*Manufacturing Chemists' Association, Inc.*

It is basic to the freedom which we cherish so much in America that every institution must have public understanding and support if it is to do its best job, both for itself and the economy and society in which we live.

It is basic in our American society that the people determine our institutions — what shall survive, what shall grow, and what shall decline and waste away. This is as true of a university, of a hospital, of a port authority, or of a charitable institution as it is of a business or an industry.

For every one of these groups, constructive criticism is healthy and helpful, but, likewise for all of them, antagonism based on misunderstanding or lack of comprehension of their contribution to the society in which we live, is harmful and is likely to lead to collective action through government — national, state, or local — which can provide great handicaps if not complete frustration.

A basic principle in every effort at understanding is that people must not be told, but must be allowed to see, to become aware of the facts, to understand, to evaluate for themselves, and to form their own conclusions. For a nationwide industry in a country as large as America, this presents the problem of approach on a local basis so that the facts to form the basis of evaluation are presented by people whom the audience knows and in whom it has confidence. That calls for action by every group on

what has been termed the precinct basis with each unit in a group doing its part to produce understanding among the people who are close to it.

The chemical industry is as much aware as any other group of the necessity for a better understanding of its contribution to the way of life which Americans demand, so that it will have the understanding and support it needs. With these principles in mind, late in January, 1954, eight members of the Public Relations Advisory Committee of the Manufacturing Chemists' Association sat down in the University Club of New York to explore an idea proposed by one of its members.

The idea was not new, had been in actual operation in the oil industry for years, but it was new to the chemical industry. It was, simply stated, that the industry set aside a week in which all member companies and any other appropriate groups would tell the story of that industry, all at one time, to the public in their own localities.

Just a couple of weeks ago, the third Chemical Progress Week was held. But on that date in January, 1954, the eight looked at this proposal against a background of problems all of them knew very well. Despite active and able public relations programs by numerous companies, the chemical industry, as one editor friend had commented, was "the best untold story in America." It was the fourth largest industry in the country and



one of the fastest growing. It was making increasing contributions to every other industry, to the whole economy, and in almost every phase of individual life.

Yet such products as benzene, chlorine, caustic soda, or sulfuric acid — foundation stones of the American economy — were known almost exclusively to the public as dangerous poisons. When we told people that man-made fibers or the new plastics were made from air, coal, and water, we simply compounded the mystery of chemistry. The plain fact was that people generally had no feeling of comprehension of chemistry, and the part it plays in their lives, as they do of automobiles, steel, oil, or electricity. Almost anything we might say to them could be blurred by this fog of unfamiliarity.

This was not, the eight clearly comprehended, simply a matter of wanting to be understood. This basic lack of understanding kept cropping up to plague the industry in many ways. The general belief that all chemicals are dangerous meant, to many, that despite one of the best industry safety records in America, chemical plants were dangerous places to work. Air and stream pollution could be blamed on the industry more easily than on anyone else. "It's the acid," people would say, and acid, to most people, only came from the nearest chemical plant. Also, the chemical industry was a sitting duck for anyone who wanted to write a scare article about chemicals in food.

The belief that chemistry is a difficult, mysterious subject was, and still is, hitting us in a vital spot. While the chemical industry was growing and having increasing needs for technically trained personnel, students were staying away, in increasing numbers, from courses which could train them for such careers.

Comparatively few chemicals reach the consumer as such, and the lack of understanding of the part they play in almost every type of production was a real handicap to the industry. Most chemical industry executives still remembered clearly the difficulty in the early days of World War II in getting priorities. These great vacuums of understanding made it very easy for people to believe that more regulation — federal, state, and local — was needed to protect them from what they regarded as a giant, impersonal industry. These were a few of the problems the PRAC members had in mind as they explored this proposal.

Out of this discussion came several principles which proved sound and still

guide the MCA Chemical Progress Week program:

First, our aim should be to tell people the story of chemistry and the industry, as much as possible, in terms of their daily lives and personal experiences. The best way for them to hear this story was from people in their own communities who were talking from their own experience in the industry.

Second, each program should be, as completely as possible, local in nature. It should be organized and run by people on the scene, who knew what was most effective for their own community. The national organization was to prepare materials as best it could for such community adaptation, and then back this up with suitable national promotion.

Third, the widest possible participation within the industry, and by professional societies or other groups associated with the industry, was to be sought. This was not to be solely the job for public relations men. It required active participation of company officers, research, production, and sales people.

The plan developed was simple and straightforward, a pattern that has been maintained since, because it worked. There were to be as many speeches by industry people before regular groups, such as service clubs, as local committees could arrange. Plant tours and open houses were recommended. Publicity, speeches, displays, advertising, and literature were to be designed to tell the citizen outside the industry how his life was benefiting from chemical progress. From this thought came the name — Chemical Progress Week — and the theme — "A Better America Through Chemical Progress." The committee chose the week of May 17-24.

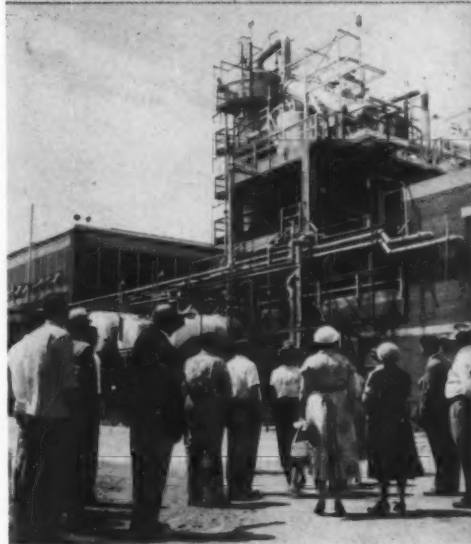
At this point MCA had the start of a plan, some ground rules, but no material, no pattern speeches, no national organization, no budget, and just three and a half months to stage an industry-wide national event.

The program was presented to the MCA Board of Directors at its February meeting, with the request that its members form the national Sponsoring Committee. They gave it complete support.

Company public relations departments helped the MCA staff in preparation of pattern speeches, pamphlets, publicity, and plant tour and speech guides. Valuable advice and excellent cooperation was provided by the Oil Industry Information Committee, which had been operating a successful Oil Progress Week for

*Continued on Page 16*

## RESPONSE!



### WELCOME MAT:

*Plants opened doors to visitors who marvelled at rigid and highly effective safety measures.*



### PUBLIC PLATFORM:

*Hundreds of speeches told the story of the chemical industry's role in advancing living standards.*



### PROCLAMATION—

*Designation of weeks' observances by officials like Massachusetts Gov. Herter aroused attention.\**

\*With New England Chairman Augustus Eustis



PHOTO: INTERNATIONAL NEWS PHOTO

1. **WAR.** This photograph, which was taken at the former railroad station in Shanghai, did more to bring the horrors of war to the attention of the public than any words ever could. An unforgettable photo, it shows an innocent victim of the Sino-Japanese War, surrounded by destruction, sitting helplessly on the railroad tracks of the station after bombing which was made by Japanese air forces.

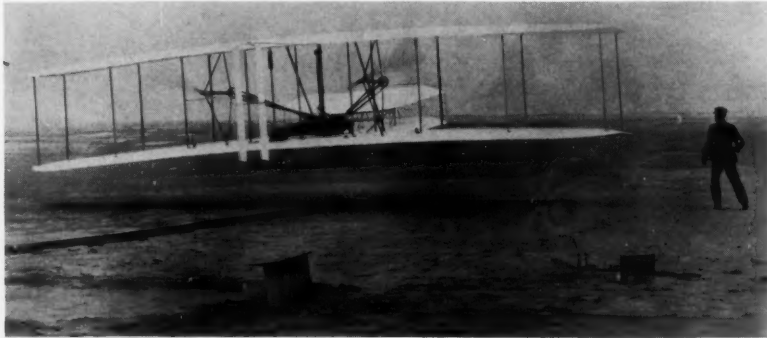


PHOTO: CULVER SERVICE

2. **MAN CAN FLY.** This photograph, showing the 12-second flight of the Wright Brothers at Kitty Hawk, N. C., in December, 1903, foretold the air age which today includes jets.



Leon Daniel



PHOTO: INTERNATIONAL NEWS

3. **THE BOMB.** On July 25, 1946, before the eyes of many startled observers, the atom's wrath was unleashed in order to find out whether the atom bomb was as destructive at sea as on land. This test, known as the Bikini test, produced this impressive photograph.

LEON DANIEL, considered a pioneer in modern pictorial journalism, has been connected with photography for a period of 30 years. From 1926-1928 he was with the Photo Service of the New York Times in Berlin, from 1928 on, with Pacific & Atlantic Photos as manager for Central Europe in which capacity he continued with the Associated Press Photo Service until 1935. In 1936 he established an International Photo Agency in New York—PIX INCORPORATED—a clearing house for outstanding photography, being widely used by leading magazines—LIFE has published more than 16,000 photos that were supplied by PIX—advertising agencies and publicity councils.



PHOTO: INTERNATIONAL NEWS

**4. THE WEeping FRENCHMAN:** Tears trickle down the cheeks of an unknown Frenchman, standing in the streets of Marseilles, France, as the flags of fallen France were marched through the streets after the German victory in 1940. Taken from a film, the photo became one of the world's most published pictures.



PHOTO: KARSH, OTTAWA

**5. THE LEADER:** When this photo, taken by famed portrait photographer Yousuf Karsh in Ottawa during World War II, was published, the expression on the face of Winston Churchill showed the determination of a whole country to continue the fight until victory. It inspired faith, courage in all who fought the Nazis.

## Ten Pictures That Stirred the World

by LEON DANIEL

**EDITOR'S NOTE:** Photography, if used with skill, is one of the most powerful tools available to the public relations practitioner. Often one picture can do more to spread an idea than a whole elaborate campaign. The picture need not be technically perfect, so long as it is well timed, dramatic, tells the story. To point up the public relations power of photography, we asked Leon Daniel, one of the world's most experienced picture editors, to select the ten pictures which in his opinion have proved most effective in expressing a specific idea quickly to large numbers of people. As Mr. Daniel predicts in the accompanying article, any selection such as this is bound to arouse controversy; no two people would make the same choices. But, for deeper insight into what can be achieved with photos in public relations, Mr. Daniel's ten can well be studied with care.

An old Chinese proverb says: "A picture is worth ten thousand words." In 1940, radio enthusiasts got excited over a program called "Take It or Leave It," because a contestant might prove to be a genius and reach the top goal: the \$64 jackpot. Only 16 years have gone by, yet the "\$64,000 Question" is now not considered exciting enough. Another

program with even higher prizes appears. Something like this increase in value has been happening to all pictures—moving or still. A good news photo is no longer worth a mere 10,000 words: it's worth millions of words.

Photography, since its invention in the middle of the last century, in a period of hardly more than 100 years, has become a powerful influence in daily life. The phenomenal progress of photog-

*Continued on Page 11*



PHOTO: INTERNATIONAL NEWS

**6. BIRTH OF THE COMMUNIST TERROR:** Publication of this photo in 1917 signaled the end of Czarist Russia and the birth of communism. It was the Leninist uprising which took place on November 7, 1917. Photo shows bullets from machine guns mowing down hundreds of people in the streets of St. Petersburg, now known as Leningrad.





PHOTO: WIDE WORLD PHOTOS

**7. THE PRESIDENT LOOKS WELL:** When this photo of President Eisenhower appeared on February 29, 1956, the world realized that he had regained his health and was fit for a second term. A wave of renewed confidence swept through the free world.



PHOTO: ACME

**8. A MADMAN DANCES:** Adolph Hitler's "jig for joy" after accepting France's surrender in 1940 helped crystallize world understanding of this frightening man. It dispelled the previous feeling anyone might have had that this was a harmless comic figure.



PHOTO: INTERNATIONAL NEWS

**9. SUFFRAGE FIGHTER:** No woman fought as hard and was arrested as often as Mrs. Emmeline Pankhurst, the ardent champion of women's rights and equality. She headed the suffragettes movement which, in 1918, succeeded in her home country, England, in getting voting rights for women; two years later, in U. S.



PHOTO: ACME

**10. END OF AN ERA:** When J. P. Morgan testified at a congressional hearing on banking, a press agent placed a dwarf on his knee. Thinking that the dwarf was a child, Mr. Morgan patted her head. This famous photograph symbolizes for many the end of the fabulous "Roaring" Twenties and all of its madness.



# Ten Pictures That Stirred the World

*Continued from Page 9*

raphy in the Twentieth Century gives us eyes to see into all parts of the world. When we open a newspaper, we look first at the photos, and there is no worthwhile newspaper anywhere in the world which does not use them.

In April of 1906, "The New York Times" did not use a single picture. In April of 1956, that paper used an average of 84 photos in each issue. Similar comparisons are to be found in papers everywhere else. "The Oklahoma Times," for instance, was very proud to have used four photos in its April 19 issue of 1906, but used 50 in its issue of April 19, 1956. The high circulation of some newspapers is based largely on the fact that they are, in their own words, "picture newspapers." The local photographic staff of one of the New York dailies consists of no less than 47 photo-reporters. If a revolution breaks out somewhere in South America, we are surprised and disappointed if the report is not accompanied by wirephotos. Newsphoto agencies cannot afford to waste time sending their photos out by mail: 95 per cent of the photos are sent by wire to papers throughout the country. An average of 60 or 75 photos is sent daily to the smaller publications.

Art work was first used for illustra-

tions in advertisements. It is still used; but today, photography plays a more and more important role in advertising. *Seeing is believing.* Car manufacturers realize that the most gifted artists cannot compete any longer with the work of leading photographers. A drawing which shows three people sitting comfortably side by side in a rather small car raises doubts and may be dismissed as mere wishful thinking. A photo showing three persons in the same position is proof positive. The car *must* be spacious, the reader thinks; you can see for yourself.

Fashion experts describe the latest fashions in vivid language, giving all the details; and the reader will get a rather good idea what the Paris or Rome designers have created. But it is the photo, and the photo alone, which will convey the real impression. Dior's famous H-line was reported in beautiful words, but only the photo made the world realize the designer's idea. Though many disapproved of the idea, at least they knew exactly what it was they were disapproving.

Color photography started in the last years of the Nineteenth Century. It was crude, but, with improvement, color

*Continued on Page 25*

## FIRSTS IN PHOTOGRAPHY



**FIRST PHOTOGRAPHS** on record include one above of Niccolò Paganini, the world-celebrated violinist. It was taken in 1839.



**FIX INCORPORATED**

**FIRST "CANDID"**, taken in 1886 by a Frenchman, Nadar, shows 100-year-old Eugene Chevreul (left), the noted scientist.



**PHOTO: BETTMANN ARCHIVE**

**FIRST X-RAY** picture was taken by Wilhelm Roentgen, discoverer of X-rays, at the University in Wuerzburg, Germany, 1895.



**PHOTO: WIDE WORLD PHOTO**

**FIRST TV PICTURE** was taken in 1931. Performers on initial commercial telecast included the boxer Primo Carnera (left).



**IMPORTANT EVENTS** don't always provide dramatic pictures. One above shows the inventor, Dr. Wallace H. Carothers, stretching neoprene, first commercially successful synthetic rubber. Dr. Carothers also discovered nylon. Both achievements stirred the world; pictures didn't show full significance.



**PHOTO: ULLSTEIN BILDERDIENST**

**HOW NOT TO DO IT:** This photo, showing Germany's first post-World War I president, Friedrich Ebert, (right) and his defense minister, Nosker, raised immediate questions about Ebert's age and his health, and damaged confidence in his government.



## TRUCKS . . . And Tomorrow . . . And You!

Your life is blessed by trucks in many ways—and not the least of the good things they bring you is the freedom to live or do business *anywhere* under the sun—so long as there's a road by your door!

And man—America is really moving out into the suburbs as a result!

In the next 20 years, the U.S. Census Bureau forecasts a population boost of more than 63 million people! And 80% of this booming population growth will take place in suburban U.S.A.!

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Like all public transportation in this country, trucking owes much of its progress to intelligent, time-tested and just regulation.

Your own interest—and the public interest—both call for sharp and vigorous protest by you against proposals to neutralize or destroy public controls over transportation . . . proposals now being made in the name of "improved competition."



### AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

**If You've Got It . . . A Truck Brought It!**

Planning Means Success in Getting  
Industrial News Articles into Print;  
A Refresher on the Fundamentals

# So You Want To Get it Published?

by SCOTT J. SAUNDERS

It started quite deceptively some months ago. I had written a three-page publicity article in haste and shot it off to a business paper editor who was a good personal friend. A scribbled note explained that I had rushed to get the material into his very next issue. Since he had accepted everything I had ever submitted, publication of the article was regarded as inevitable. Then he phoned.

"You've got some nerve throwing this thing . . . at me. And I'm speaking bluntly because you are a friend. When you were an editor, did you publish material solely because you were on good personal terms with the writer? You did not and neither will I! Editorial integrity transcends friendship. Now just look at this piece—you didn't ask me if I was interested in the idea; you took that for granted; the subject matter was treated in our magazine two months ago; what little factual data you included is presented vaguely; and to top it off, you forgot to caption the pictures.

"No dice on this, or any other piece you think we'll grab just because you

wrote it. I'll listen to your hi-fi records, but I won't publish a line of yours that doesn't come up to your top level."

He said much more into a red, hot and burning ear, all of it a lesson to be remembered. He was right on every score. But his comments shocked me more than the rejection. Was a steady stream of article acceptances dulling the edge of writing integrity? Was I possibly assuming the attitude of that misguided writer who once candidly told

me, "I can get all of my trade articles published. Editors are thankful to get free publicity material."

It set me to thinking, and I realized that no matter how competent or experienced one may think he is, an occasional review of basic requirements is essential.

So this article is directed mainly to me as a pointed guide to mend ways, and to you also as a refresher in the funda-

*Continued on Following Page*

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SCOTT J. SAUNDERS, formerly public relations director for the R. G. White Manufacturing Corp., recently formed his own public relations firm, S. J. Saunders Associates, Plainview, N. Y., specializing in the industrial field. Since the war he has been closely allied with industrial publishing, editing several business papers and writing hundreds of articles on a wide range of industrial topics. He is an accomplished amateur machinist, woodworker and radio mechanic, but regards the writing of television plays as his chief hobby.



CONTRIBUTORS must remember that many business papers have competent staffs like these representatives of "Textile Age," "Daily News Record" and "Underwear Review."



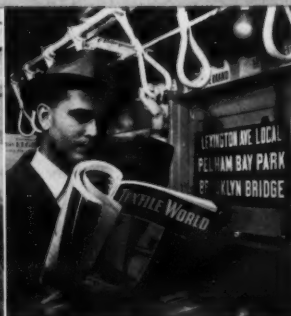
## THE WONDERFUL WORLD OF THE BUSINESS PRESS



Pigment Technicians



Factory Millwright



Textile Salesman



Film Executive

mentals of preparing and placing the industrial feature article.

You've written the article, captioned the pictures and mailed the package to the editor you believe will accept it. You think, "well, it's in the lap of the gods." Bunk! With better planning you might have put the article on precisely the right place at the right time so as to know in what issue of what magazine it would appear, instead of merely hoping vaguely that the article would sometime be published.

Each factor in industrial feature writing should be calculated with the precision of a micrometer. There should be little or no element of luck. If the writing job is handled properly, every one of your industrial articles will be published, and in a magazine of choice. But there are yawning pitfalls to be avoided

—ruts of complacency, laziness, sloppiness.

Thousands of publicity writers are forever bombarding industrial editors with material. But there are limits to editorial space, and therefore to the number of articles that will be published articles. It's a point to remember when you send out an article that you feel isn't quite right. Five will get you ten the editor feels the same way.

Let's take a look at him. The editor is a busy man; he has just rifled through a stack of releases and now he's on your publicity article, submitted to him cold, without forewarning or discussion. That's mistake number one. You can save a lot of time and effort by first querying one or more editors on an article idea. If the answer is "yes," you know in advance that your article stands a 75 per

cent chance to be published; if it's "no" —skip it and try something else.

However, the editor reads the article and finds that it falls into one, several or all of the following categories:

1. Of no interest whatever.
2. An obvious puff.
3. Weak on facts and figures.
4. A possibility, but not well slanted to his readers.
5. Mimeographed for general release.
6. Confused writing, bad article organization.
7. Too long, or too short for proper presentation of subject matter.
8. Photographs not clearly illustrative of text.

The editor has several choices: a) He can table the article for further consideration. b) He can send it back as unsuitable. c) He can assign an associate to rewrite it completely and request new photographs. d) He might assign an editor to get the story direct (and to my mind if the editor does this, the publicity writer has really flubbed). e) He can mentally pigeon-hole the source as unreliable, a fate that, often repeated, could force a potentially fine writer back to sorting mail.

What does the editor most want? Of all forms of feature writing (by-lined article, production story, case history, technical engineering report, speech) the more substantial to the trade editor are the case history and production story. When he receives the well-written descriptive analysis of a production method, an industrial process or machine operation, he has stimulating material for his readers. Much of this is staff-written by editors well equipped to handle it, but articles from industrial publicists will be published if they meet editorial requirements.



MR. SAUNDERS, though shown here in an office high in a Manhattan skyscraper, warns you've got to go out into the mill to get copy that will stand a chance of being published.

Continued on Page 22



A Former Corporation Public Relations Man  
Turned Free Lance Unburdens His Soul a Bit  
As He Compares the Two Different Worlds

## Inside or Out?

by WILLIAM J. LONG  
*Public Relations Counsellor*

There was a time, in fact anytime in the last eleven years before January, 1955, when I was regarded as "manicured" and referred to as "captive P R" if I were so bold as to approach independent P R council in the back room. They were rough and tough, out for themselves, highly competitive in a sleek way, while I was "protected." I had an employer, served as a staff director in P R for one of the world's largest corporations.

There was an ace up my sleeve, however. When they turned on the toughness, out of the corner of my mouth I could bellow that I was only one job off a newspaper, off an editorial page, in fact. If they continued to grind their teeth, I could pull in my ears, slink back

to the warmth of my colleagues and wave my paycheck in the air.

A year ago, being tired of New York's push-around and the Subway Maw and loving the lush, lethargic South, where I really belong, I decided to go back to New Orleans, to my own house on famed Royal Street and set up for myself as independent counsel. I had a specialty to offer: my corporation work had been devoted to telling people and the nation's science teachers about new research and technological advances—a field that nobody else wants in company P R because it is hard work and doesn't run to glamor or administrative opportunities. On my trips south, I had noted a strong quickening in industries, like oil and chemicals, which live by research. I would do for several companies, I bravely promised myself, what I had been doing for one giant one.

I got what I wanted—that is, I moved south, bag and baggage, including a pregnant dachshund. I like the weather fine.

Now I find myself warm and comfortable with independent P R counsel, who only eye me a trifle slantwise. But lo! whenever I approach company counsel, corporation P R, even my own former colleagues, there is great chill in the atmosphere. The shortest-sighted fellows look down their noses freezingly, avert their bloodshot eyes and wish me well in "free-lance" P R. Others pull the covers up over their eyes and ears and say, "We don't employ 'outside counsel.'" And, believe me, ladies and gentlemen, "outside counsel" is muttered in the same tone as "Outside. Bum."

Now maybe they think I have, but I haven't, designs on a company job—ex-



Office Space For Rent:  
Agreeable Surroundings

cept that I do keep my cuticles trimmed for a possible future manicure in case a big company, *down here*, should have enough work in my non-competitive specialty to keep me wholly occupied and compensated in a manner to which I could quickly become accustomed. Actually, I go around with my hands up high and my pockets turned inside out to prove that I am not looking for any kind of a job that company counsel would want. I assure them all, with rich tears in my clear, blue eyes, that I only want to help, to do a job that is strictly specialty, to do whatever I do on company P R assignment, under company P R eyes and for company P R clearance, and that I shall speak to no one except long-haired research men and engineers.

Being a dispassionate specialist, having experience in the past on the company side of the fence and now on the independent side, I hear lots of things that reflect competitive emotions that are far from pretty. Independent P R counsel tell me that only they can give management honest advice, that company

*Continued on Page 18*

WILLIAM J. LONG was educated at Oberlin College and Western Reserve University. He taught high school, then cubbed on Ohio, New York and southern newspapers—soon learning he was destined to be an editorial writer. In the 20's he wrote editorials on New Orleans papers, then took off for two years in North Africa, doing a stint in French on L'Echo d'Alger in Algiers.

Back stateside, he covered the depressed thirties as Chief Editorial Writer of the Chicago Journal of Commerce. He was with the Chicago Museum of Science and Industry for two years before brief service in World War II.

In 1944, he went with United States Steel and organized its public relations covering research and technological developments in newspapers and magazines. He was Director of Research Public Relations 11 years. He is now back in New Orleans as an independent counsellor, specializing in industrial research coverage and in science education.



"Just Ash I Thought:  
Walled in!"



*Distinguished head table at the New York meeting of Chemical Progress Week with Neil H. McElroy, president of Procter & Gamble, speaking; included: (left to right) R. W. Straus, Chairman, American Smelting & Refining Co.; Msg. John P. Haverty, Supt. of Schools, Arch. of N. Y.; W. W. Knox, Ass't Commissioner of Education, N. Y. State; F. J. Emmerich, Chairman of the Board, Mfg. Chemists' Assoc.; Francis Cardinal Spellman; Mr. McElroy; J. A. Woods, Pres., Commercial Solvents Corp.; W. C. Foster, Pres., Mfg. Chemists' Assoc.; Ralph J. Bunche, Director, Dept. of Trusteeship, United Nations; William Jansen, Supt. of Schools, N. Y. C.; Fred Pertsch, Assoc. Supt. of Schools.*

## Chemical Progress Week

*Continued from Page 7*

several years. Companies appointed company and plant or district office CPW representatives, and these formed into the area committees that did the job. A kit of materials went out to these people by early March.

The acceptance the first year was far beyond expectations. It showed, more than anything else, that people of the industry felt the need for such a program. More than 1,000 people throughout the country were registered with MCA headquarters as having an active part, and they were backed up by many more.

That year there were 1,006 speeches given before 115,000 people. CPW stories appeared in more than 900 newspapers and magazines. There were 219 television appearances or programs, 261 ads in daily papers, 35,000 visitors to chemical plants or laboratories, more than 250,000 pieces of literature distributed, and about 75 special exhibits.

While this may seem small in proportion to the gigantic effort of the oil industry, it was very large in relation to

anything that had been done heretofore by the chemical industry.

As soon as the Week was over, MCA headquarters asked all who had participated to give fairly detailed reactions to every phase of the program. The criticism was active, but constructive. It was this survey that proved one theory behind CPW: That the plant manager or other head of a local operation, the man who is in direct, daily touch with the community, is usually the most practical public relations man you can find.

As a retest of the 1954 experience CPW, 1955, proved out. In the second year heavier emphasis was put on working with schools and educators. A highlight of that program was a series of luncheons or dinners in major cities at which leading community educators were guests of industry representatives and talk was frank about how industry could help their problems.

General support was much stronger than in the previous year. The number of people participating and the communities in which programs were carried out

were substantially greater. The number of people reached by speeches was nearly doubled, as were newspaper and magazine stories, television and radio appearances, and plant tours. Reports from all areas were not yet in before the PRAC, the MCA staff, and local committees had started plans for CPW, 1956, for the week of April 23-28.

The preparation for CPW, 1956, started with enormous advantages over the previous two years. Virtually every part of the program had undergone solid, practical testing, on the basis of which some were discarded and all were improved. Many new ideas had been developed by local committees which were easily adaptable for use in other areas.

The organization this year was larger by far than the previous two years. The kit of materials was completed and mailed out by the end of January. Many state and area organization meetings were held. Indications show this year's program to be the most effective yet.

While every public relations activity must be subject to continuing review, Chemical Progress Week, in the opinion of many within the industry, is one of the most productive we have used. The results go far beyond getting constructive messages to people outside the industry. And one of the most constructive influences of all is that practically every company in the industry from the largest to the smallest participates actively in its own communities and plant towns.

Chemical Progress Week provides a vehicle for many parts of the industry-wide program of MCA by reaching a great many people, face to face in their own communities. While such activities are carried on all through the year, collective effort of virtually the entire industry speaking at one time has greatly increased their impacts.

CPW, more than any other activity, has helped to identify the industry—who it is and what it does. One of its most important benefits is that it has helped people like the automobile dealer, the educator, the farmer, or the man who owns the drugstore to realize that the chemical industry is made up of people much like himself, with similar problems and ambitions. In addition to outside identification, it has helped greatly, if only in its method of cooperative activity, in better identifying the industry to its own people.

It has proved an invaluable public relations experience for many not principally concerned with this activity. The

*Continued on Page 26*

■ *The "hard sell" in politics . . .*

# Professional Public Relations and Political Power

By Stanley Kelley, Jr.,  
*Fellow, The Brookings Institution*

The mass communications expert, whose services are for sale to any candidate or party with sufficient funds, has displaced the old-style boss as today's most powerful political figure. Stanley Kelley shows, by means of up-to-date case histories, how PR men go about molding public opinion and selling their political product. He points out that the man who knows how to sway public opinion through the giant media of press, radio and television often becomes not a mere tool of the politician, but a policy-maker high in the councils of the party which employs him. Among the cases considered in the book are the A.M.A.'s campaign against "socialized medicine," the 1950 Tydings-Butler senatorial campaign, and the Eisenhower-Stevenson presidential race. In writing this book, Kelley talked and corresponded with politicians, public relations experts, political scientists and newsmen all over the country in order to insure the authenticity and accuracy of his account. The result is a brilliant and impartial guide to today's political public relations strategy.

260 pages \$4.50

THE *Johns Hopkins* PRESS



Baltimore 18,  
Maryland

## Presidential Nominating Politics in 1952

*Edited by Paul T. David, Malcolm  
Moos and Ralph M. Goldman*

- Vol. I: The National Story
- Vol. II: The Northeast
- Vol. III: The South
- Vol. IV: The Middle West
- Vol. V: The West

In the presidential nomination and election year of 1956, these five volumes make an unequalled reference work for politicians, newspapermen, political scientists, and all citizens with a real interest in the way modern party politics works. "The state reports . . . approach more closely an encyclopedia of American politics than anything in print." *The New Republic* \$3.50 per volume

## Politics, Presidents and Coattails

By Malcolm Moos

A lively analysis of Presidential influence in Congressional elections, particularly timely now. "The most authoritative work on the subject." *David Lawrence* 258 pages \$4.50



The narrator describes how banking today is designed to meet three basic financial needs of people: routine needs (checking accounts), future needs (savings accounts), and financial and emergency needs (loans). This film has been issued by The American Banking Association.

## ABA Issues 16mm. Film, Sixth in a Series

A new 16 mm. film, "How to Use Your Bank," the seventh in a series, has been announced by the American Bankers Association.

This film is part of a continuing ABA program to make available to banks audio-visual aids in telling the story of banking in their communities. Up to the present time more than 1,000 individual banks and over 450 bank groups, such as clearing houses, county associations, etc., have purchased ABA films for show-

ing to elementary, junior high and high school classes.

"How to Use Your Bank" is based on a survey of 1,923 high schools in sixteen states. In the survey, the schools indicated that this was the subject they wanted most in a banking film.

In contrast to the other six films, which cover only one facet of banking, "How to Use Your Bank" tells a comprehensive story of bank services and illustrates how these services can be used for a variety of personal needs. It also points out the relationship between banks and their communities within the American economic system.

According to the Public Relations Council, the film is planned with two objectives in mind — to obtain a better understanding of bank services and to show the advantages of using bank services.

Information about this and the other films may be obtained by writing Public Relations Council, American Bankers Association, 12 E. 36th St., New York 16, New York.

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## Inside Or Out?

Continued from Page 15

P R men, sometimes referred to as "nephews," spend most of their time hugging the boss and spelling "president" with a capital P. They say company P R men are apologists for whatever the boss wants, builder-uppers — while independent counsel will tell you God's truth, with no punches pulled. Then I note that independent counsel ramble the wide earth with pockets full of capital Cs for "client," and I frequently overhear them saying "Yes."

All in all I wonder if these attitudes — toward boss or client — are not evidences of what FORTUNE meant when it titled its recent article on P R "Management's Self-Conscious Spokesmen." If this is what was meant, I can groan an ardent "Amen" to the exhortation that P R forget itself and turn its mind to details of company operations, "help management deal with the various segments of that maddening and massive communication agency called the press," as well as other newer lines of productive communication with the great American public, and to ponder more deeply the positions occupied by their industries or their businesses in the American and world economic complex.

There is something in all this P R struggle for personal security and professional survival that reminds me of my favorite storied drunk. This gentleman, filled to the gills with wine, beer or spike (whichever your company or client doesn't make or sell), was discovered in the middle of a hotel lobby, going around and around a thick marble column, examining its surface minutely by the light of a match. As he lumbered he muttered, "Yup, walled in!"

I witnessed another actual version of the same story one day on the Seventh Avenue subway: a little kid in the rear coach, his eye glued to the back door, was watching the cold, stony tunnel weave and curve through the limited aperture of the keyhole — although immediately above him was a wide, clear window.

Quick to sense and react to cockeyed attitudes, as a P R man should be, I am troubled by the alternating narrow views beyond their relation to my own situation. Frankly, I am worried about the subject matter I represent as a specialist.



For example, my major professional compulsion at this moment is to attract more American youngsters to undertake the long, hard row to technical careers.

If it is nothing else, the present period is an age of techniques, scientific and industrial. It is estimated by the Department of Labor and the Engineering Manpower Commission of the Engineers' Joint Council that this country already has a deficit of some 40,000 engineers and that each year we are adding to that deficit another 25,000. The universities are producing about 3,500 doctors in the sciences each year, but there is already a current shortage of at least 20,000 physical scientists alone, and this shortage will mount to at least 30,000 by 1960. The need for technicians is estimated at two to five per engineer—many more per laboratory scientist—but our technical institutes are graduating only about 10,000 men each year.

Meantime, it is estimated that Russian universities are graduating a comfortable 50,000 or more engineers each year. And don't think Russia is behindhand in scientific progress! The Geneva meeting this summer showed that while Russia lags in some important respects of our accomplishment, the Redskis are extremely competent and possess an impressive cadre of atomic scientists and engineers, in addition to the more traditional categories. Moreover, Russia is putting full-scale emphasis on basic science, in which we are far behind.

The place to begin attracting American youngsters to techniques is in the secondary schools, where their minds are plastic and ready to be molded. The region for high concentration on scientific recruitment is in the South, where, for want of industry in the past, youngsters have been training only for the other professions. If you think the South, presently booming with industry, isn't already short of engineers and scientists, you need only look at the want ads of any metropolitan southern daily.

If we are to keep up the dynamism of America and successfully face Russia and her satellites, we shall have to begin right now to earmark American youngsters for future technical careers. Yet a survey published by Shell Companies Foundation finds that more than half the high schools of this country this year have no classes in physics or chemistry, because there are not enough trained science teachers to go around.

How do we begin—NOW?

We don't just let youngsters guess what kind of work scientists, engineers

and technicians do. We tell them clearly and dramatically, in terms of their own school classrooms, some of the problems that present industrial scientists and engineers are solving in ingenious ways. In other words, we get them interested from the problem and achievement side.

This means that P R men who can write science material, in terms and at comprehension and readability levels that will attract youngsters and keep them alert through the hard professional work ahead, had better get busy. And fast!

Here is some good, solid work to be done that requires thorough knowledge of company operations—not the inside of the office or equivocating about how to spell "boss." If the inside P R man in an industry doesn't like this kind of work or is not built to perform it, he had better find and hire "outside counsel." In fact, since the work load in a single company doesn't bulk very large and is most exacting, requiring mechanical savvy, he would probably be better off to hire an "outside" specialist anyway.

To limit P R service to only those things the company P R man can do is to short-change the company—or the client. As P R grows, place must be made for specialists to keep pace with deeper emphasis, new needs in techniques and kinds of communications. The jack-of-all-trades company man can only do a slap-dash job in a specialty. And that is often worse than nothing. He

should learn to be an entrepreneur of talent and to sell Mr. B. on new approaches and new thinking.

There are other areas, too, where "outside" men can do a better job than "inside" men, under headquarters P R direction and coordination. Like, for instance, representing a company in a far-flung operating area and reflecting back to headquarters special regional attitudes. As companies extend their operations, a definitely current trend, there should be place for regional service by "outside" men who will represent several companies.

The ethics of PRSA should be adequate to restrict such regional men from representing competing companies—as if hot water would not be restriction enough! Or can't we trust one another?

If we do a little self-pondering, I believe we can all gain by the going over FORTUNE gave us. Certainly it was constructive criticism for the most part—and perhaps the time has come to push out some walls and do more than "selling P R to management."

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### Common and Preferred Dividend Notice

April 26, 1956

The Board of Directors of the Company has declared the following quarterly dividends, all payable on June 1, 1956, to stockholders of record at close of business May 7, 1956:

Security	Amount per Share
Preferred Stock, 5.50% First Preferred Series	\$1.37½
Preferred Stock, 5.00% Series	\$1.25
Preferred Stock, 4.75% Convertible Series	\$1.18¾
Preferred Stock, 4.50% Convertible Series	\$1.12½
Common Stock	\$0.35

*W. J. Hargrave*  
Secretary

**TEXAS EASTERN**  *Transmission Corporation*  
SHREVEPORT, LOUISIANA

## Books in Review

**The PR in Profit by Leonard L. Knott.**  
(McClelland & Stewart, Toronto.)

While still a fledgling, according to the author, public relations in Canada had undergone tremendous changes in the past twenty years, has attained respectability and is being taught in the universities. In view of the availability of native experience and talent, it is unfortunate, he contends that foreign firms entering Canada so often lack public relations programs, or have them directed from home offices by persons unacquainted with Canadian public relations and marketing practices. The author feels there is a real opportunity for American industry to serve the cause of good international relations as well as its own ends by ridding itself of this too frequently practised "colonial" approach.

Interesting though these remarks in the conclusion of Mr. Knott's book may be, it would be misleading to indicate that here is an apologia for Canadian public relations. The hand is too sure and deft to need to resort to the defensive. Indeed, despite the subtitle — "A Guide to Successful Public Relations in Canada"—and the fact that the materials are drawn from Canadian practice, this need hardly be read as a regional book at all. The broad applicability of its content, as well as the maturity and skill with which it is presented, should insure the books interest and value for readers below the border.

This is a book about the practice, not the theory of public relations. The classic descriptions of the various "publics," so frequently given us in the literature of public relations, are omitted. Instead of an academic text, this is a book that is fleshed out with entertaining case histories and knowledgeable discussion of the techniques by which successful programs are effected.

In the case histories set forth in the first part of the book, there is contained material of interest not only to the businessman, but to government officials, civic leaders, professional people, club men and women and others. The author

narrates these in such a way that one is readily persuaded to accept the potent efficiency of public relations. The layman will find the ingredients of the craft explained in the second half of the book. In addition to discussion of the most commonly used media, there are included here discussion of such topics as exhibits, ghost writing, the publicity chairman, school children as a public relations audience, and advertising as a public relations tool.

The author's antipathy for the solemn, his discerning judgment, and his ability to write serve him well. Of press gatherings, for example, he has this to say: "Oyster patties, shrimp cocktails, good scotch or rye are welcome at a press conference, but only if the conference itself makes sense and helps the reporters rather than wastes their time. The proof of the press conference is not in the eating but in the writing and broadcasting that follow it."

Underlying Mr. Knott's book is a very broad and sound understanding of the field in which, it is evident, he is so enjoyably engaged. He says it is but the effort to create good public relations rather than accept the kind of public relations we have that constitutes what we call the profession. However, public relations, he maintains, is something we have always had with us; it must be the primary concern of every successful individual. We would add that as a successful practitioner and author, it is quite clear that the public relations that Mr. Knott creates are good.

**Economic Needs of Older People by John J. Corson and John W. McConnell.**  
(The Twentieth Century Fund, New York.)

An important study of interest to those concerned with employee relations, with community relations, or with pressing social issues of national scope will be found in this book.

Most people today have become well aware that the aging of this country's population is a tremendously significant

fact, both economically and socially. Now, for the first time in 25 years becomes available a survey of the actual status of older people and of the public and private means to meet their needs.

This is a comprehensive book that presents a carefully drawn profile of this enlarging segment of the population. Sources of income, employment, retirement, health, geographical distribution and housing are among the data revealed by the survey.

Recommendations will be found in the final chapter in the form of a report by the Fund's Committee on Economic Needs of Older People. The committee advocates a three-pronged program shared by the individuals themselves, by employers and unions and by government to meet these persons needs. Broadening public understanding of the capacities of older workers and improving community facilities for retraining and placing them are cited as steps for obtaining productivity and security for this group.

*Continued on Page 26*

## Public Relations As A Career

Background and qualifications for a career in public relations are covered in an article, "A Career for Tomorrow—In Public Relations" which appeared in the April 9 issue of the *American Observer*, published in Washington, D. C.

Written by Anton Bell, the article tells what sort of duties a public relations man can expect, the preparation needed, the job opportunities, salaries available and the advantages and disadvantages of a public relations career.

According to Mr. Bell, public relations men deal with "ideas and people," and their qualifications should include "intelligence, common sense, ingenuity and the ability to get along with people."

# Tide to be a Bill Brothers publication

**E**FFECTIVE with the issue dated May 19, **Tide** will be published under the active management of the Bill Brothers publishing organization, publishers for nearly 30 years of the successful and widely respected **Sales Management**, the magazine of marketing, and nine other outstanding business journals in merchandising and technical fields, several of which have been published for more than 50 years.

The coming **Tide** will be devoted to the interests and problems of the policy-making **advertising executives** of important national advertisers and their advertising agencies. It will be as clear cut and specific in its direction toward that increasingly important and complex field of advertising as **Sales Management** has been (and will continue to be) in serving the needs of the sales executives of the nation's leading marketing organizations. The two magazines will carry on as distinct and separate entities and will be complementary to each other.

We feel strongly that the present editors of **Tide** have been turning out an increasingly more interesting and valuable magazine, and we are happy to announce that the entire editorial staff of **Tide** will continue at their posts under our management. They and the other staff members of **Tide** will be able to draw upon the human skills, experience and editorial, research, circulation and business resources of the Bill Brothers organization in our offices in New York, Chicago, Washington and other cities.

We firmly believe that advertising executives need, desire and will welcome a magazine exclusively edited for them. It is, therefore, our objective to do the same effective job for the **ADVERTISING EXECUTIVE** that **Sales Management** is now doing for the **SALES EXECUTIVE**.

**Tide** will continue its emphasis on marketing. While extensive research verifies that "marketing" means many things to many people, it should be remembered that for many years **Sales Management** magazine's sub-title has been "The Magazine of Marketing." Modern marketing has become so important and so complex that it needs specialized publications for the two most important executives who are the leaders in marketing . . . the **SALES EXECUTIVE** and the **ADVERTISING EXECUTIVE**.

We urge you to watch coming issues for features and techniques designed to augment the editorial service rendered by **Tide**. The improvements will be steady and sound, rather than sensational in character.

The best features of **Tide** will be continued and others will be added. The aim throughout will be qualitative rather than quantitative and this principle applies to readers as well as editorial content. **Tide** will concentrate on serving advertising at the executive level with useful and valuable information, research, interpretation and leadership.

We are confident that **Tide** will grow and prosper by virtue of the service which it renders to its readers and advertisers. Now, and at all times, we welcome the friendly suggestions and counsel of the important army of loyal **Tide** readers.

With the vastly increased facilities now at its disposal, **Tide** will maintain a position of increasingly greater usefulness to advertising in the most challenging period of its history. We look forward with great pleasure to a long and friendly association with **Tide's** readers and advertisers.

*Raymond T. Bill*

Chairman of the Board  
Bill Brothers Publishing Corp.

# So You Want To Get That Article Published?

*Continued from Page 14*

Such articles will not be published if they are devoted solely to a particular product without ample discussion of its role in the overall production picture. New products belong in new product sections. They become article material only when they have been put to use and the results found to be beneficial. For example, a new type of conveyor belt will be an interesting subject only after it has been in service long enough to prove that it won't stretch—but electrification of a TV chassis conveyor line is immediate article material if the former method was slow, cumbersome and costly.

Writing for the industrial press often

demands some background in engineering and technical functions, a real desire to write about industrial subjects, a definite news sense about story ideas, a working knowledge of machinery and tools, and a "coverall" attitude toward digging for facts.

In a foundry, machine shop or stamping plant, don't stop at the office but get permission to meet the foreman who is working daily with the subject. Go down to where he is, observe what is going on and ask questions. One may get dirty (that's what the coveralls are for) but the story you want to write is where it is taking place.

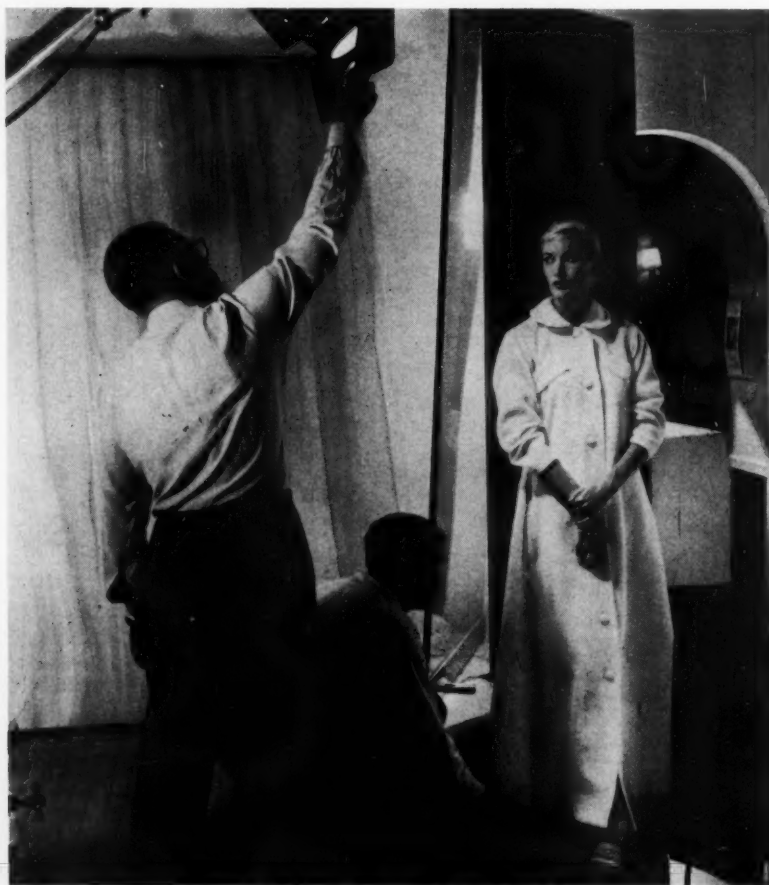
There is good reason for this. Other-

wise it is often difficult to visualize special parts, how a machine operates, or the flow of an overhead conveyor line. You will write well on such industrial topics only when you have seen them in action. Therefore, do not rely too heavily on literature, bulletins and books to help you write an industrial feature that you want to be credible. Such research is fine, but seems mainly to round out the information you have dug out on the scene, not to supply the bulk of it. Readers of industrial articles can talk you under the table on their subjects—if your articles are to get past the editor to these readers, they must be factual, interesting, informative and authoritative.

The industrial feature article has only one reason for its existence—the information it offers. When discussing the use of a product describe operational specifications, properties and dimensions so as to give the reader an immediately clear picture. In describing a machine, include rate of production, cost of operation, workers needed, installation requirements, operating adjustments, maintenance procedure. If it is a process in manufacturing, describe it in step-by-step fashion. This can be done without necessarily revealing any of the internal secrets that make it unique. If it is a gas-fired apparatus, give Btu, type of burner assembly, operation of controls, combustion safeguards, insulation.

To write well about a machine, process or piece of equipment, you must know every facet of its application. Your knowledge must not be based alone on what the engineers tell you, but also on your own observations. Many a feature article falls short of its publicity objective because the writer fails to dig deeper or long enough for facts.

Industrial writing is really not a desk job at all. Let me illustrate with an example concerning paint. Not a line for a series of articles on paint was written until I had: a) Used the paint with brush (nylon and bristle), roller (mo-hair and dynel) and spray gun; b) painted plastered walls, sheetrock, wood-work and over wallpaper; c) tested it for drying time, recoating, washability and resistance to stains. Those articles



*CARE in setting up a picture with proper lighting and composition makes all the difference in whether it is a crisp, usable negative or one that makes an editor groan at its ineptness.*



were going to be read by painters, decorators and contractors—and I had to know as much about the paint as they did, or more.

Or take a series on welding. How could one expect to discuss welding materials, techniques and applications with any real authority before learning how to set polarity for arc, adjust the flame of a torch or tin a copper pipe before soldering? Such information cannot well be gleaned from books. Incidentally, as a result of this experience, I'll always remember to pick up a hot electrode with a *gloved* hand.

After the facts have been gathered, but before the article is written, the writer should conjure up an image of the reader he wants to reach. The approach to an article for a certain metal-working magazine may be all wrong because the article concerns itself with management problems instead of those connected with engineering or production.

Pinpoint your audience, select the one magazine that offers the best stage, and study its editorial format. There are many kinds of readers and levels of information. Even magazines covering the same industry are quite often poles apart in editorial style and content. You have already intrigued the editor with your story idea; he will be even more inclined to accept the article if it is written to his magazine's format. Following this rule does not prevent you from writing in your own style. What you are doing is applying your writing style to particular needs.

Make your approach objective, as would an editor who had only his readers and no clients to satisfy. This editor would be interested in much more than the product itself. He would discuss the previous method of operation, the cost in time, labor and materials, the obvious drawbacks, management and engineering problems, and then would reveal in detail how the new product overcame the difficulties. He would, indeed, describe the product and perhaps name the manufacturer, but only in reasonable proportion.

Full information, objectively presented, is basic to the preparation of the publishable feature article. The writer should treat his subject as though it made no difference at all if the company name were mentioned. This means underplaying the adjectives, toning down the enthusiasm and burying the self-praise. The stand-off approach will still give the desired company and product

publicity, but the editor will respect your attitude and be even more receptive to future articles.

Always bear in mind that the editor's prime desire is to keep his readers abreast of new industrial developments, help them do a better, more economical job, and, above all, to publish material that will sustain the stature of his magazine. How well you cooperate with him will determine your volume of published material.

Cooperation, as all feature writers soon learn, also means playing fair with the editor and letting him have the article as an exclusive in his field. I have known some misguided writers to go so far as to mimeograph an article for general release, as though it were a speech or press release. This foisting duplicate articles upon editors is underhanded and can destroy a writer's reputation.

However, there is nothing to prevent you from developing a new slant and rewriting the article for a magazine in another field. One excellent example comes to mind. A comprehensive article on a new plastic pipe for use in reinforcing concrete was developed for a plastics magazine. Other articles were written about the pipe's application in aircraft runways, for building construction, for highways—each article utilizing the same research data but amplified with additional facts that were aimed at readers in these different industries.

The length of your article can best be summed up in these words: "Write it just long enough to tell the complete story, then quit." If the subject matter can be covered easily and well in a few pages, it is wasteful to pad it out. Long-winded articles that are short on facts

*Continued on Page 29*

## PR Needs Planning And Organizing

Public relations should become an operating function of management directing all company communications instead of maintaining an aloof and objective position, Henry Obermeyer, administrative vice president of Bozell Jacobs, Inc., told the Southern Gas Association at its annual convention in Dallas recently.

"Public relations," he said, "is as much of an operating problem as accounting, personnel and purchasing, and only slightly secondary, perhaps to distribution. The selection of a public relations director," he added, "deserves the same care as the appointment of a chief engineer."

"It is often overlooked," Mr. Obermeyer said, "that public relations is not something that can be played successfully by ear. It needs planning and organization; it needs an inventory of your facilities, which means manpower, media and money; most of all, it needs a target or targets, and a sense of direction, plus an occasional backward look to see where you've been and how far you've come. . . . Too many of us look on public relations as a fire department instead of a department of prevention and sanitation, as it ought to be."

Mr. Obermeyer urged the gas industry to take full advantage of its opportunities as a "grass roots" business to "set up a chain reaction of public opinion that could sweep the nation."

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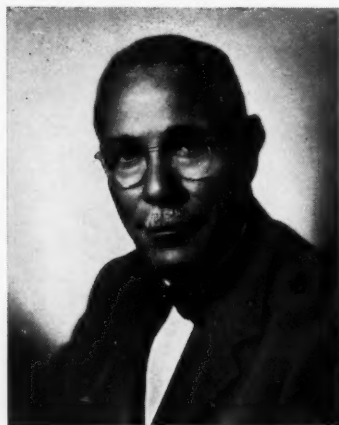
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## San Francisco College To Conduct Experiment

The nation's educators, already plagued with rapidly expanding enrollments and a consequent shortage of teachers and classrooms, will, no doubt, watch with more than normal interest an experiment that will be conducted by San Francisco State College.

Financed by a \$125,000 grant from the Fund for Advancement of Education, the experiment will try to determine if television can be used in an undergraduate general education program to teach students who stay at home. Facilities of KQED, educational television station for the Bay Area, will be used for the instruction.

The college plans to experiment with four courses selected to present varying degrees of difficulty in adaptation to television. The courses are in economics, psychology, creative arts and English (basic communications). A carefully-planned evaluation program will measure the learning results of the television students as compared with those receiving instruction in the conventional sense in the classroom.

San Francisco State, which has grown from 800 to 8,000 students in the past ten years, will face serious shortages of staff and facilities in the near future if present enrollment trends continue, according to President J. Paul Leonard. Classrooms already are in almost constant use from 8 o'clock in the morning until 10 o'clock at night and at least 50 new staff members will be needed next year to provide for normal replacements and an increased enrollment, Leonard said.

"We are not undertaking this project with the idea that it will provide any ready-made solutions. However, the problems which face higher education are so staggering and their solution so important to the future that we believe every means of increasing the effectiveness of the college teacher needs to be explored. Television may enable us to continue to teach all students with competent faculty," Leonard said.

The San Francisco State College project is one of several being undertaken by American colleges and universities, largely stimulated by the Fund for Advancement of Education, to de-

termine if some of the answers to expanding enrollments cannot be found in changes in present educational patterns. It will seek data on what happens to students who take part of their instruction at home via television and the effect of such teaching on the faculty and institution.

Two of the courses will be given during the fall semester of 1956 and two during the spring semester of 1957. Students enrolled in the television courses will be brought to the campus every other week for a laboratory-discussion session intended to compensate, in part at least, for the lack of direct contact involved in a television lecture.

## Cornell To Hold Community Relations Seminar

"Community Relations for Business and Industry: A Management Seminar," will be held the week of July 23 at Cornell University, Ithaca, New York.

Sponsored by the New York State School of Industrial Relations at Cornell, the seminar will be conducted by Professor Wayne Hodges. It will be held for people with responsibility in plant community relations, whether or not they work in public relations departments.

Principal discussion subjects for the 5-day seminar will be: (1) Community leadership, organization and planning in specific communities; (2) Communicating with industrial personnel in the community; (3) Communicating with out-of-plant publics in the community; (4) Contributing time and money—how much and to whom; and (5) Determining the bases of effective industrial community relations.

Registration fee of \$75.00 includes room and lodging on the Cornell campus and five luncheons. For additional information write to Professor Wayne Hodges, The New York State School of Industrial Relations, Cornell University, Ithaca, New York.

# The Ten Pictures That Have Stirred the World

*Continued from Page 11*

photography, too, has become more and more an accepted part of daily life. The stimulating effect of fine color photography on magazine circulation has been remarkable. Many newspapers, if they can afford it, now also feature color photos. Color photography has not yet reached its full potential for two reasons: it is still very expensive to produce color plates, and it takes too long to prepare them. Both these reasons seem to me only temporary stumbling blocks, and I am sure that 10 or 15 years from now most of the magazines and many newspapers will employ color photography exclusively.

When disaster hits an area, and funds for relief are needed, photography often plays a dramatic role. An appeal for help will typically show a large photo of a child in distress or a disaster scene—some photo that will bring home to the reader the human tragedy and quickly provide the motivation to help. Words alone, and they may be wonderfully phrased, will seldom if ever bring the same results as the appealing photo. The March of Dimes campaign started in 1938 and photographs were used in the campaign posters from the start. The appealing photo of a little four-year-old girl, Nancy Drury, which was used in the 1947 campaign, resulted in almost \$21 million in contributions.

We live in a hectic world. We are busy people. Time is precious. Gone are the days when we could leisurely go through each page of a newspaper or magazine reading everything. Now we concentrate on those subjects which make a direct appeal to the heart; we look at the pictures. Every important event is fully covered by writers, and we still read their reports. But often, we find, the photos enable us to see in seconds things which we never could have understood as well if we had to depend entirely on reading about them, even assuming we were willing to take the time to do the reading.

Without photography medicine would be severely handicapped today. Millions of people have been saved from death by X-ray photography. Before its invention, Dr. Wilhelm Conrad Roentgen, be-

came a savior of mankind, even the best physicians had to do a lot of guesswork. Nowadays, X-rays often prove to be the only means of learning what is wrong, where an operation may be needed, or what else can be done to help the patient. Dentists in the past sometimes pulled the wrong tooth in the futile hope it was the seat of the patient's trouble. Now an X-ray picture eliminates that distressing possibility.

Still photography, of course, has been the pacemaker for other types of photography: motion picture and television. It would lead too far afield to try to discuss these two photographic media in the framework of this article. Everyone knows what movies and television mean to the people of this century and how they have affected our ways of life. Those of us who lived when these inventions were still unknown realize what they have meant; those of the younger generation can scarcely imagine a world without movies and television.

Photography is playing a vital role in arousing the interest of citizens in politics. Political parties are very careful to see to it that their candidates are photographed in such a way that they appeal to the voter. A candidate's photo should arouse confidence. Through photos, statesmen and politicians have been brought before the public in a way that only personal appearances could do before. Not the written word, but the photo, has often "made" a congressman or a senator.

Of all the areas of photography, however, the most interesting and provocative is the news photograph—the picture that catches a mood, an event, a face that tells more about man's hopes and fears, troubles and achievements than any number of words. Then such pictures—ten that stirred the world—are shown here. For each one I have selected, ten were discarded. And I'm sure no two people would make the same selection.

For example, we might easily have selected any of the following: the dramatic photo showing Hiroshima completely destroyed; the photo of the German Reichstag afire, which gave the

Nazis the "official" reason for abolishing parliament and enabled them to start their regime; Neville Chamberlain, England's prime minister, with his umbrella, who futilely appeased the Nazis; Mussolini hanging—the photo which depicted to the reader the end of Fascism. Or perhaps, the first photos taken at the Buchenwald concentration camp, after the Americans occupied Germany; German soldiers marching down the Champs Elysées, which dramatized that Paris was lost. Unforgettable is the weeping Czechoslovakian woman when German troops entered Prague; the caption of that photo said the woman was weeping for joy, but one look reveals that this woman was obviously being forced to hail the invading troops. The flag-raising on Iwo Jima; the photo showing the arrest of Gavrille Prinzip, who murdered Archduke Franz Ferdinand, to start World War I.

Photography, I am convinced, has not only stirred the world, but has helped improve it. Many of these improvements have taken place in the last 25 years, and I am convinced that photography will continue to play an important role in the future development of our world.

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## Books in Review

*Continued from Page 20*

**Facts to a Candid World, America's Overseas Information Program by Oren Stephens. (Stanford University Press.)**

The average man in the street, who may be well aware of its tremendous importance, must have little notion of the complexities of the task of shaping public opinion in foreign countries. Even among the better informed, this field of activity has been beclouded by oversimplified formulas, unanswered questions and general lack of knowledge. It is this knotty and complex subject—the art of propaganda as practiced by this country—that is carefully and lucidly explained by the author, a Nieman Fellow in Journalism, who has held many important offices in government information services.

If propaganda cannot achieve miracles, which Stephens assures us it cannot, the dimensions of its instrumentality, the power of public opinion, cannot be understated. With the growth of mass communications, whereby people addressing people tends to replace governments addressing governments, the power of public opinion becomes greater than ever before. Upon public opinion all government rests, and ultimately, the author contends, it is as decisive in a totalitarian state as in a democracy.

As to means, he states that news is the prime mover of propaganda. Since most news flows through media over which the propagandist has no direct control, he must concentrate on making news which is helpful to the purposes of telling the American story.

The propagandist does not just reiterate a message to the greatest possible number of listeners. While the "public"

of public opinion is a unitary concept, it is, of course, made up of many publics, many of which are contending with others. The propagandist can not be all things to all men. He must choose among the publics that he wishes to influence, and in his attempts will encounter many pitfalls. Moreover, he must distinguish between the "mass" and the "elite" or opinion leaders, through whom he can effectively operate.

The imponderables by which this activity, and the communications field generally, are beset, are such that the author is skeptical of propaganda as science replacing propaganda as art. While he feels there is a place for research into opinions and attitudes, he believes that indirect and unscientific evidence must be relied upon when it is a question of evaluation of effectiveness or impact.

The author does not neglect to give us the development of propaganda activities by this country from the false starts and gropings of various agencies' information programs down to the establishment of the present U. S. Information Agency. Present-day objectives, techniques, policies and organization of propaganda operations in the context of the cold war engendered by Russian communism are likewise presented in detail. For any one concerned with the story of the shaping of public opinion on a world scale, which must be a resolving factor in our world crisis, this is a sober treatment that is recommended.

**Community Adult Education by Robert H. Snow. (Putnam.)**

Mr. Snow charts the path of those who would give leadership on operating and supervisory levels in the vast and little organized movement of educating adult Americans to meet the complex problems of contemporary society. Analysis of community needs, organization of services, the execution and evaluation of programs are presented here for the untrained worker on whom this activity largely depends. A discussion of the importance and means of enlisting public interest, understanding and support of the programs is included.

## Chemical Progress Week

*Continued from Page 16*

best in techniques and materials that the industry public relations people could offer has been made available to men and women without previous experience, tailored to their use; and by using these ideas, many have become convinced of their effectiveness. An indication of this result is a letter sent by a company president to all his management group last December.

"Our company has put a lot into this program," he said, "and has gotten a lot out of it. This came through quite clearly in report of what our people had done."

"So, I ask equal or greater cooperation from you and your associates for the third Chemical Progress Week with a feeling of confidence that what we are doing is worthwhile for both ourselves and our industry."

CPW as a means of communication and the experience in CPW work of people in virtually every community where the industry operates have developed for the industry a channel and a widespread acceptance for its public relations activities in other fields. Many companies in the industry have developed and increased substantially their year-round public relations activity as a result of the reactions they have had from the people with whom they have come in contact during Chemical Progress Week. The value of public understanding has been brought home by actual experience to production men, chemists, sales people, and executives throughout the entire line of organization. A greater awareness is definitely discernible throughout the industry of the need of keeping constantly in mind what the likely public reaction will be before actions are taken, and a new skill is developing among thousands of people in the industry in explaining and making clear and understandable their day-to-day activities throughout the year.

### **BISHOP'S SERVICE, INC.**

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*See Page 20*

for

MORE

**BOOKS IN REVIEW**



# "Public Relations, What, How and Why"

## Published by Better Schools

"One of the greatest needs of the schools today is to have their story told to the American people," it is stated in "Public Relations, What, How and Why," an article in the April issue of *Better Schools*.

Published by the National Citizens Council for Better Schools, New York City, *Better Schools* has devoted four pages to the important topic of school public relations today.

The monthly paper reports that the best way to get a school public relations program under way is "to study carefully the communication facilities in the town" and then make use of them. Among the media listed as the best bets for promoting the school within the community are newspapers, weeklies, radio, TV, outdoor advertising, newsletters, handbills or brochures and films.

And the most powerful single force for shaping public opinion "is still the grapevine — running from person to person over the back fence, at the general store, or the street corner, in the supermarket.

Discussing the school board's plan with friends and neighbors, people learn for themselves and make up their own minds whether it's good or bad."

Ideas that were gathered from communities all over the country are included in "Public Relations, What, How and Why." For example, "A PTA in Missouri set up an educational booth at the local annual fair to stimulate interest in the local schools. Another group in another state did this at a state fair." And "In Boiceville, New York, postcards reading 'Confidential' were sent to residents. Recipients were asked to dip the card in water to uncover a secret message. When wet, the cards spelled out an invitation to attend a school budget discussion."

"This is but a brief survey of the need to tell the story of education and various methods that are proving themselves in the telling," states the article in the summary. "The need changes only in that it becomes greater as the schools educate more children and adults for a

longer period and as the demands placed on education grow. The information job that is being done community by community continues to prove the slogan: 'Education is everybody's business.'"

Additional information on the materials and organizations mentioned in the article may be obtained by writing The National Citizens Council for Better Schools, 9 East 40th St., New York 16, New York.

## Financial Public Relations Discussed by Weston Smith

"Nowhere in the entire realm of public relations has proper planning been more quickly effective and productive than in the specialized province of financial public relations," declared Weston Smith, executive vice president of *Financial World*, in a speech he made recently at the University Club, New York.

Financial public relations, he said, is the highly specialized activity of influencing the opinions of registered shareholders, the investing public and the professionals in leading cities throughout the nation and in Canada. Interest on the part of progressive corporate management has been aroused by the efforts of both industrial and financial leaders to encourage every citizen to become a shareholder in industry. The demand for outside counsel has arisen because of the lack of talent within corporate management to direct a pro-

ductive program in shareholder relations, investor relations and financial community relations.

In developing such a program, remarked Mr. Smith, the results of a survey of financial opinion will help to determine the objectives of the program, the targets for action and the primary techniques to be employed. Three primary steps he mentioned are: the assembling of a portfolio of historical and background statistical data, a review of past annual reports financial publicity releases and printed matter sent to stockholders, and the development of a new financial publicity procedure to create new sources of news.

Mr. Smith described in some detail the various services offered by professional public relations consultants in terms of publicity, preparation of adver-

*Continued on Page 29*

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Participants in the sixth annual Southern Public Relations Conference held in New Orleans included, left to right: R. L. Hindermann, vice-president, public relations, Pan-American Life Insurance Co., New Orleans, who was arrangements chairman; Ray Samuel, assistant secretary in charge of public relations and advertising, Higgins Inc., New Orleans, who was conference attendance chairman; Mrs. Lee K. Jaffe, director of public relations, Port of New York Authority, and Kenneth W. Haagensen, director of public relations, Allis-Chalmers Manufacturing Co., Milwaukee, who were speakers at the Annual Conference.

## Southern PR Conference

The greatest threat to public relations in this country today is that Americans love to be negative, Kenneth W. Haagensen of Milwaukee warned registrants at the sixth annual Southern Public Relations Conference held recently in New Orleans.

"If you can't speak constructively and contribute to solving the problem, keep quiet," Haagensen said. "Too much talking compounds the problem and makes it harder for the person who finally has to solve it. Americans do more talking in the wrong places at the wrong time than anyone else I know."

"We must throw off this negative approach and preach the glad tidings of the American way of life. Only in this way can we contribute to the future of this country."

Haagensen, who is director of public relations, Allis-Chalmers Manufacturing Co., Milwaukee, was one of three speakers at the half-day conference held April 10 and sponsored by Tulane University with the cooperation of the New Orleans chapter, PRSA. The program was held on the university campus.

Discussing "The Human Side of Our Business" Haagensen said that the preservation of the American way of life, the

strength of this country's economy, and growth of a religious renaissance in the United States lie in human understanding which is the basis of all public relations. We believe it is fundamental to like and understand people—to do that we must know something about human values. Good public relations cannot be bought. It must be earned and it is performance that counts.

Illustrating the necessity of human understanding, Haagensen used as examples two programs carried out by Allis-Chalmers, one designed to help a small part of their employee force to overcome chronic alcoholism, the second directed to overcome parking difficulties and carried out in such a way that it benefitted both employees and property owners in the area.

"The fundamental ingredient in every problem in this country is people," the speaker noted. "We must ask ourselves how different actions will affect people. There is no substitute for the Ten Commandments and the Golden Rule. Everybody is customer conscious. But, we must sell to our own employees as well as to outsiders. Be honest and treat employees as considerably as you would the customer public."

"The development of personality in an institution or company has much to do with the contributions of people in public relations who hold the concept of human understanding—and know how to plan, sell, and merchandise it. We must not be content until we know the opportunities that are ours. We must strengthen our own groups and pool resources to strengthen one another, and thereby our society."

First speaker on the conference program was H. Howard Chase, president, PRSA, and vice-president, McCann-Erickson Inc., New York, who predicted that the field of public relations should have its greatest year in 1956.

Chase said that more than at any time in the history of the public relations profession, people are talking public relations. On trains, planes, at public and private meetings, in politics, universities, both the name of the profession and its substance "are under friendly eager discussion. The year, 1956, will see the emergence of the Society's Public Relations Foundation which will undertake and finance educational research or other projects which will add to the body of knowledge and understanding about public relations."

He predicted that in 1956 more companies, industrial associations and sovereign nations than ever before will turn to the public relations profession.

In the third address, Mrs. Lee K. Jaffe, director of public relations, Port of New York Authority, said that it is impossible for a public agency to conduct business properly—with the full help and knowledge of the people—unless it has adequate listening posts and information centers.

Mrs. Jaffe said that the administration of public responsibilities of public relations offices of public agencies must be sound and honest. In addition, public relations offices must listen to what the people have to say and must comply with their wishes insofar as they are reasonable and good.

A feature of the conference program was a panel discussion on "How Public Relations Makes More Sales for You." Panel members were Mr. Chase, Mr. Haagensen, Ray Samuel, assistant secretary in charge of public relations and advertising, Higgins Inc., New Orleans, and Glenn E. Weekley, public relations representative, Kaiser Aluminum & Chemical Corp., Chalmette, La. Dr. Paul V. Grambsch, associate dean, Tulane School of Business Administration, presided.

# Graphic Industries And Publishing Courses

Four new courses have been added to the spring 1956 curriculum of the Center for the Graphic Industries and Publishing at New York University's Division of General Education, Dean Paul A. McGhee has announced. The additions bring the number of graphic courses for the spring semester to 22.

An advanced workshop in practical typography, a course in direct mail creation and production, a "Meet the Artist" symposium and an advanced course in trade and house magazine production are being offered for the first time.

Taught by experienced working professionals, the Center's courses cover a variety of fields, including advertising, printing, design, art, and book and magazine publishing. Tobias Moss, advertising director of A. I. Friedman, Inc., is coordinator of the Center.

The advanced typography workshop, which will be held until May 24 on Thursdays, deals with such topics as the effective use of type in the various media, new photo-typesetting methods, and design factors in type layouts.

Postal regulations, compiling customer lists, promotion projects, and related topics are being considered in the new direct mail course on Thursdays. The program includes lectures, panel discussions, and talks by visiting authorities.

A feature of the advanced trade and house magazine course is seven different tours conducted by the instructor. The class will visit photoengraving, electroplating, lithography, gravure, and other types of plants, and a paper mill. The course covers such subjects as the major printing processes, records and internal procedures, engravings, and electrotypes, and inks and color impositions. It is being presented on Tuesdays until May 22.

Students in the art course are attending six sessions during the semester to hear lectures by artists and art authorities in the New York area. Bernard Myers, editor of "The Encyclopedia of Painting," is the moderator.

Other courses being offered by the Center include those in printing processes, basic practical typography, comprehensive lettering, art of lettering

through calligraphy, basic design and typography, graphic design, fundamentals of editing, preparing art and copy for printing, advertising production, advertising, and editorial layout, direct advertising, booksales promotion and advertising, book design, estimating printing, lithographing sales and promotion, ink and the printing surface, package design, quality control, and package engineering.

## Want To Get It Published?

*Continued from Page 23*

often wind up as single-column condensations. When this happens, it means that the writer has spent time and effort that would have been more productive in the writing of short articles for several publications.

Your article should be accompanied by good illustrations. Photographs, drawings, diagrams, cutaways, graphs and charts are important. Photographs are particularly desirable. They should supplement the text by clearly illustrating it. Show the people in the pictures as they are actually working, and prevent them from staring into the camera. Show in actual operation what you describe in the article and don't be satisfied with mediocre shots. Take enough pictures to permit a free editorial selection. Caption each picture and number pictures which are to be used in step-by-step sequence.

Make your photographs stand by themselves without the crutch of retouching. The artist's brush serves only to kill spontaneity. Before taking pictures in a factory, by all means try to arrange for a general clean-up of walls, floors and machinery—to the extent of repainting if necessary. The cost may actually be less than paying to retouch a group of photographs.

That's it, Saunders. And here's a reminder—the pitfalls in writing and placing the industrial feature article are dug not by the editor, but by the writer.

## Smith Discusses Financial PR

*Continued from Page 27*

tisements slanted to the investing public and maintaining a liaison between the client company's top management and the investment banker, broker, security analyst and statistical service. His discussion revealed why "an increasing number of corporations are finding it more effective, more economical and even more profitable to retain financial public relations counsel than to attempt to do the job themselves."

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## USC to Offer PR Courses

Courses in school publications, radio-TV journalism, publicity and public relations will be offered in the summer school session at the University of Southern California, Los Angeles.

Designed especially for journalism advisers, school publicity personnel and school administrators, the session will open June 25 and end August 4.

The six courses and what they will cover are as follows:

- (1) "Radio-Television Journalism"—newspaper-radio-television relationships; development and importance of news; analysis of and practice in preparing the newscast.
- (2) "Survey of Public Relations"—tools and media used in planning and developing company, community and institutional public relations programs.
- (3) "School Publications"—teaching journalistic writing in secondary schools; supervision of student publications; effective use of newspapers in classroom instruction.
- (4) "Writing School Publicity"—practical experience in publicity work for school personnel. Developing ideas, preparing news releases, analyzing media.
- (5) "Public Relations and Publicity"—principles and procedures for establishing and continuing favorable public relations of stations and networks; effects of telecommunications on public relations.
- (6) "School Publicity and Public Relations"—the administrator's responsibilities in maintaining satisfactory public relations, including general policies, organization of school publicity, and agencies for reaching the public.

The summer staff for these courses will include Erling H. Erlandson, instructor, school of journalism; J. H. Hull, lecturer, school of education; John H. McCoy, associate professor and director, school of journalism; and Elder F. Preiss, lecturer, department of telecommunications.

Additional information may be obtained by writing the Dean of Summer Session, USC, University Park, Los Angeles 7, Calif.



# Development Section Lists Officers and Objectives

The current officers and basic objectives of the recently-organized Development Section of the American College Public Relations Association have been announced by T. W. Van Arsdale, Jr., first vice-chairman.

Officers are as follows: Albert C. Van Dusen, Vice President of Northwestern University, Evanston, Ill., Chairman; Mr. Arsdale, Vice President of Worcester Polytechnic Institute, Worcester, Mass., First Vice-Chairman; Stewart S. Howe, Vice President of Illinois Institute of Technology, Chicago, Ill., Second Vice-Chairman; Donald V. Stophlet, Secretary of Rockford College, Rockford, Ill., Secretary; David S. Jacobson, Secretary of Stanford University, Stanford, Calif., Treasurer; Arthur Schaefer, Director of Development of De Paul University, Chicago, Ill., Membership Chairman; Albert N. Williams, Executive Director of Associated Colleges of Illinois, Chicago, Ill., Publications Chairman; and Francis C. Pray, Public Relations Counselor, University of Pittsburgh, Pittsburgh, Penna., Program Chairman.

The general purpose of the Association is "to serve the people of the nation and their institutions of higher learning by promoting a better understanding of the needs of the nation's colleges and university fund-raising." The Development Section which has been in existence less than a year has members representing more than 200 colleges and universities in the United States.

The basic objectives of the Development section are:

1. To serve as the national professional organization for those who work in college and university fund-raising.
2. To seek ways and means of strengthening and integrating organized college and university development and fund-raising across the nation.
3. To be a clearing house for ideas, assistance and guidance to members of the profession and a major source of fund-raising information and develop-

ment for the public as well as for colleges and universities.

4. To sharpen and improve the professional techniques and know-how of practitioners whose primary responsibility is development and fund-raising in colleges and universities.

The Section also puts out a monthly *Newsletter*, holds special seminars on fund-raising and development on regional and national lines, does research studies and an annual survey on philanthropy to higher education carried out in cooperation with the Council for Financial Aid to Education, Inc.

## University Of Washington Opens New Building

The University of Washington in Seattle dedicated its new \$1,500,000 School of Communications building in weeklong ceremonies, April 2 to 7, commemorating nearly half century of journalism education.

The curriculum of the school now embraces the fields of news reporting and editing, advertising, public relations, radio-television, photography, and magazine publication. A faculty of 30 part- and full-time members is headed by Dr. Henry Ladd Smith, formerly of the University of Wisconsin School of Journalism.

The new building has four floors, housing the University Press, the offices of student publications, a modern photography laboratory, four radio-TV broadcasting studios and a journalism library in addition to offices and classrooms.

The formal dedication banquet was held April 5 with Marquis Childs, noted columnist and author, as the principal speaker.

## Classified Advertising

When answering advertisements, please address as follows: Box number PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. RATES: "Position Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance. (Deadline for copy is 10th of month preceding date of publication.)

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*See Page 13 for Tips from an Expert*

# Newspapermen

## Won't Bite You, Says Publisher

Continued from Page 5

On the other hand, the press owes it to business to check carefully on reports and rumors. A false report about economic developments can cause unhappiness, runs on banks, hasty and unnecessary sales, or even lead to human tragedies.

While newspapers have definite responsibilities to justify operating under freedom of the press, and they serve as public institutions, they also are commercial enterprises. To be strong and independent they must be completely free of financial obligations to political parties, industrial or business groups, lobbyists or pressure organizations. Nonetheless, some organizations that haven't spent a dime in newspapers for years make regular calls to city desks and other departments trying to plant only favorable stories about themselves. At times, an

overzealous public relations man, whose organization carries 100,000 inches of advertising in one newspaper, will tell another one publishing only 10,000 inches, that the "puff" editorial support must be just as great.

There are some public relations men who are always on hand or who can quickly be reached when a favorable story develops; but they are difficult to contact for hours or days on end when an unfavorable story breaks.

Generally speaking, newspapers have done a poor or second-rate job of informing business and industry about the contributions made constantly by the press. One or two examples will suffice. For years newspapers have championed safe driving, better roads, and fair taxes to the benefit of the automobile and petroleum industries. Most newspapers carry a full-page or section each week dealing with automobiles and affiliated matters. This editorial support is consistent and it is tremendous. Likewise, column after column is carried about food, cooking, clothes, fashions, household tips, baby care and the like. Few mediums give such worth while and valuable support to business.

Every day the American newspaper carries pages and sections dealing with finances, agriculture, business and our economy generally. Here, again, newspapers perform a service rendered by no other medium. It is incumbent on us to honestly but persistently keep these facts before the American public and the American public and the American business community. We have been woefully neglected in this regard. It is time that we practiced the best principles of constructive public relations.

Newspapers sometimes send poorly qualified representatives to handle intricate business matters. There is need for better trained newspaper technicians and application of superior craftsmanship. Once a reporter obtains a story from an important individual or organization it should not be rewritten so as to change basic facts or to "needle" it.

We have found it a sound practice to submit an interview or an article to a leading business man before publication if the article contains complicated facts

or figures, or if it deals with delicate matters where even a slight alteration of a phrase might convey an entirely different idea.

In this complicated, fast-breaking, high-pressure day in which we live there is need for business and the press to get together. Already the two communities have grown too far apart in some instances. It would be dangerous to permit this division to widen.

If forward-looking business men will sit down with editors and publishers and tackle this problem with complete frankness on both sides, much good will result. It is essential if we are to enjoy maximum progress.

## New Administrative Quarterly to Appear

*Administrative Science Quarterly*, a new journal devoted to advancing basic understanding of administrative processes in all types of organizations, will appear in June, 1956. Results of empirical investigation and theoretical analysis from all pertinent disciplines will be included.

Published by the Graduate School of Business and Public Administration, Cornell University, the *Quarterly* will carry articles, book reviews and abstracts relating to administration as revealed in business, educational, governmental, hospital, military and similar organizations. It will include materials dealing with administration in various cultural settings.

Editor of the *Quarterly* is James D. Thompson. The editorial board includes Sune Carlson, Melvin de Chazeau, Alexander Leighton, Edward H. Litchfield, and Ewing W. Reilly. Paul Wasserman is book review editor.

Domestic and foreign subscription will be \$7.50, with a special student subscription of \$4.00. All correspondence should be addressed to Administrative Science Quarterly, Graduate School of Business and Public Administration, Cornell University, Ithaca, N. Y.

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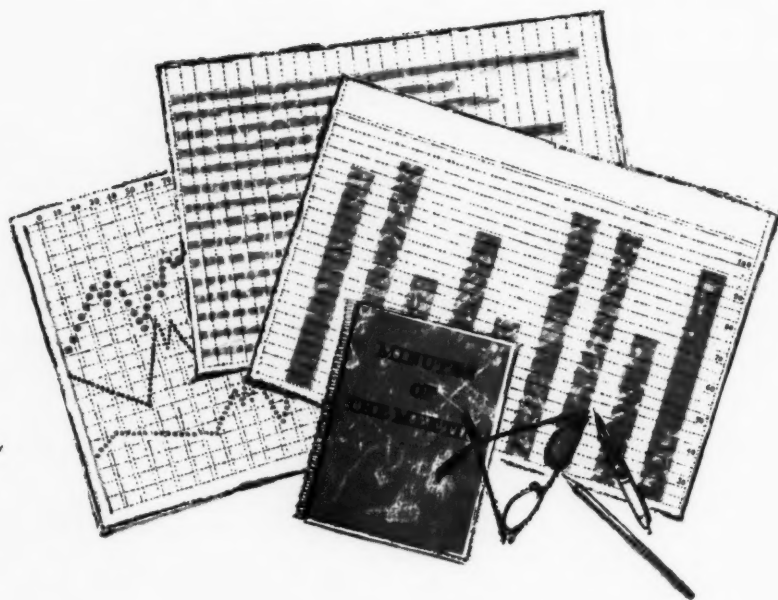
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